Name of Partner: Sierra Nevada Children's Museum – KidZone Museum Children's Museum – KidZone Museum

Conversation Participants: Don Ferretti, Nancy Baggett, Cathy Ferron, Judy Marston, Kim Bradley, Romina Branje, Kellie Cutler, Carol Meaghey, Rene Kaldunski, Jennifer Standteiner

Outcome

Increased visitation by underserved children to participate in culturally appropriate early learning activities so that they demonstrate healthy development.

Performance Measures:

- Demographics according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served.
- Rate of visitation by underserved/bilingual children.
- Number and type of groups transported, including demographics for parents and children.
- Data from observation tool of children participating in early learning activities.

Number of Children Served:	New 1365
When served:	7/1/07-12/31/07
Gender:	New
- Male	709
- Female	654
- Unknown	2
Ages:	New
- Prenatal	
- < 1 year	38
- 1 year	55
- 2 years	139
- 3 years	266
- 4 years	395
- 5 years	470
- Unknown	5
Ethnicity:	New
 Alaskan Native/ American Indian 	
- Asian	27
- Black/African American	
- Hispanic/Latino	384
 Pacific Islander 	
- White	727
- Multiracial	
- Unknown	211
- Other	19

What is this data telling us about achievement of outcomes?

Demographics

- Some of the continuing numbers could be duplicated. The numbers for new visits are not duplicated.
- For the purpose of this Learning Conversation will only look at the numbers for new visitors.
- Types of exhibits seem to be bringing in more boys.
- More 3 to 5 year olds than under 3. This may be a result of the family need in the community rather than what is offered.
- There may be a need for outreach for children under 2 for what is available at the KidZone. Also outreach to parents to promote networking opportunities for those who may feel isolated.
- There are about 18% of the overall group that could be considered underserved and this is an increase from previous numbers. Hispanic/Latino families are visiting more and a lot of these families do not have transportation.
- No one has indicated any children have special needs. The question on the survey about special needs children could be expanded to include an explanation of special needs. If parents check no special needs the numbers should go in the no column and for the parents who don't indicate either no or special needs, put the numbers in the unknown column.
- More Kings Beach and Tahoe City people are visiting.
- The increase of Hispanic/Latino visitors could be a result of offering transportation, having a bilingual outreach coordinator, bilingual teacher onsite and/or a new partnerships with the North Tahoe FRC and Kings Beach Elementary School.
- KidZone is considering a Latino Day and offering a few more scholarships to increase repeat visits.
- The North Tahoe FRC has been instrumental in increasing visits of Hispanic/Latino families as they have been advertising to and bringing their families. North Tahoe FRC has also been mentoring KidZone staff on strategies that are effective in bringing in Hispanic/Latino families.
- There are still more groups in the Truckee area that can be accessed through outreach programs. The strategy has worked in Kings Beach and needs to be duplicated in the Truckee area.
- Getting more visitors from Rocklin and Auburn area. This may be a result of the First 5 Placer Listserve sharing information about the KidZone.
- More Kings Beach organizations are contacting the KidZone asking for transportation to the KidZone.
- There are more Hispanic/Latino children visiting KidZone but the data needs to be refined to better identify specific increases.
- Kings Beach demographics (numbers may be duplicated):
 - o New -164
 - o Males -85
 - o Females 79
 - 0 <18
 - o 1 year- 10
 - o 2 years 5
 - o 3 years -11
 - 4 years 7
 - o 5 years 123

- More five year olds due to participation from the school readiness program in Kings Beach.
- The KidZone is getting new visitors from Kings Beach and Tahoe City who are using other modes of transportation, other than the transportation provided by the KidZone, to get to the museum.
- Spanish-speaking families are made to feel welcome through translators, bilingual exhibit explanations, and class offerings for Hispanic/Latino families.
- Seven groups were transported, 3 from Kings Beach Elementary, and 4 from North Tahoe FRC, representing 59 adults and 164 children.

Observation Tool

 The information from the observation tool was collected with a different use than anticipated and the data collection method will need to be evaluated for the next Learning Conversation.

In what ways will we apply what we have learned from our data?

 Need to figure out a way to get unduplicated numbers to be listed for the demographic tool, as well as the Kings Beach specific demographics.

Other points that were made during the conversation:

• The KidZone has received funding to do a region/community needs assessment. A survey will be conducted with families in the region to identify reasons why they come or not, what type of programs they would like to see offered, and what other improvements need to be made.

Next Steps:

- The observation tool needs to be used differently for the next Learning Conversation to capture data related to the outcome and performance measure that is child specific. KidZone staff will work with First 5 Evaluator to make modifications to the current data collection tool based on this conversation (including context of group, i.e. age, gender, ethnicity of the child, number of parents participating and the type of group visiting).
- After observing one or two smaller groups focused on child specific observations, the KidZone staff will contact the First 5 Evaluator to discuss the data collection strategies. A few weeks before the next KidZone Learning Conversation there should be a follow-up with the First 5 Evaluator who will give direction on any modification needed to summarize and present the data relevant to the outcome.
- The KidZone will find a way to track the rate of visitation by underserved children. KidZone staff will check in with the First 5 Evaluator by the end of February on how this data will be collected. It is important to keep the line of communication open throughout the process.
- Next Learning Conversation: May 7, 2008, 12:00-3:30 PM